



NESTLÉ DOCTOR WHO CHOCOLATE 1971 PROMOTION

In 1971, Nestlé released the first of two sets of milk chocolate bars tying in with Doctor Who. The second set would arrive in 1975 when Tom Baker took over the role.

The promotion featured 15 different collectable wrappers, each featuring a separate instalment of a specially written story entitled *Doctor Who Fights Masterplan "Q"*, with the Doctor and Jo battling against The Master, who had only recently been introduced into the television series.

There were two separate 48-bar counter display boxes for this promotion, showing different drawings of the Third Doctor. It is believed that this change came about because Jon Pertwee objected to image of him on the original box.

Objections also came over the depiction of Bessie on the counter display box. When Bessie was first introduced to the series, the WHO 1 licence plate was already owned by a member of the public, so agreement was reached whereby Bessie's real number plate, MTR 5 would only be replaced with WHO 1 when filming. However, the real owner was very perturbed to find that the number had appeared on the Nestlé box. The BBC apologised but specified that they would not be asking Nestlé to change any of their promotional material.

Retrospective payments also had to be made to Siva Engineering, who had built Bessie. The BBC had issued a licence to Nestlé to use the likenesses of Jon Pertwee, Katy Manning and Roger Delgado, but some of the reference material supplied to the company also showed Bessie, which Nestlé had reproduced in good faith, not realising that there was a separate copyright involved on the vehicle. As a result, the BBC offered Siva Engineering 7½% of the royalties received from Nestlé.

With thanks to Phillip Bhullar and Christopher Hill



Nestlé's

DOCTOR WHO

Milk Chocolate

3P

READ THE EXCITING
CARTOON SERIAL ON
THE BACKS OF THE
WRAPPERS



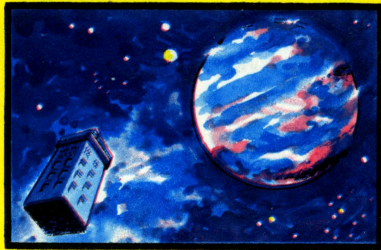
DOCTOR WHO FIGHTS MASTERPLAN "Q"

DOCTOR WHO AND HIS PRETTY ASSISTANT, JO, LOOK OUT AT PLANET QUORUS, JUST ANOTHER STOP ON THEIR LATEST GALACTIC TOUR...

Doctor Who: Well, there she is, Jo. Quorus, a planet of unending interest to evolutionists like myself.

Jo: If all you've told me about it is true, I get the creeps just looking at it, Doctor.

THE TARDIS LANDS, AND DOCTOR WHO AND JO ARE SOON WALKING THROUGH DENSE PRIMAЕVAL JUNGLE. THE DOCTOR SEEMS COMPLETELY UNCONCERNED, AND TRIES TO REASSURE JO THAT THEY WILL COME TO NO HARM. JUST THEN, JO CRIES OUT IN ALARM...



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PICTURE NO. 1

THE NESTLÉ COMPANY LIMITED, ST. GEORGE'S HOUSE, CROYDON, SURREY.

REGISTERED USERS

DOCTOR WHO FIGHTS MASTERPLAN "Q"

AFTER LANDING ON QUORUS, DOCTOR WHO AND JO SET OUT TO EXPLORE. BUT JO SEES SOMETHING THAT FREEZES HER WITH TERROR...

Doctor Who : Into the elephant grass, Jo ... quickly.

Jo : I don't think it has seen us. What's the matter Doctor – have you seen another ?

Doctor Who : A stranger animal than that, Jo. I thought I saw the figure of a man !

Jo : What sort of man was he ? A primitive ?

Doctor Who : That's what bothers me, Jo. I'll swear he was dressed in civilised clothes !



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Jo : So you were right, Doctor. But who can it be ?

Doctor Who : And what's he up to ? We'd better take a closer look.

Jo : There he is — why is he filling that sack with pebbles ?

Doctor Who : I don't know, Jo, but there's something vaguely familiar about him . . .



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Doctor Who : It's the Master !

Jo : He's controlling it with some sort of gadget, Doctor.

Doctor Who : Very effectively, too. It's almost tame in his hands.

THE DOCTOR AND JO WATCH, FASCINATED, AS THE GREAT CREATURE BACKS AWAY AND ALLOWS THE MASTER TO MAKE HIS GETAWAY. THE DOCTOR IS UNABLE TO FOLLOW BECAUSE OF THE MONSTER.



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DOCTOR WHO AND JO FIND THE MASTER ON PLANET QUORUS. FASCINATED, THEY WATCH HIM CONTROL ONE OF THE FEARSOME REPTILIAN MONSTERS AND THEN ESCAPE. AS THEY SEARCH FOR HIM, A FAMILIAR NOISE GREETS THEIR EARS, AND THEY SEE THE MASTER'S TARDIS BEGINNING TO DISSOLVE. THEY RETURN TO TARDIS AND SET OFF IN PURSUIT...

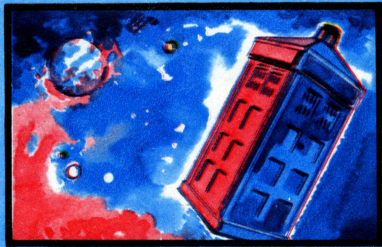
Doctor Who: I'd like to know what he was doing there. And what he was collecting before we disturbed him.

Jo: But why are you so interested in the Master, Doctor? Surely he cannot be any threat.

Doctor Who: He's always a threat, anywhere, Jo.

Jo: Where do you think he's heading, Doctor?

Doctor Who: On his present course, I think there can be little doubt, Jo. He's heading for Earth!



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PICTURE NO. 5

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The Master: Masterplan Q goes well! Now the meddlesome Doctor is shaken off I can begin Phase Two. Put one of these in the reactor, Jenkins, and see no-one tampers with it. Tomorrow morning I will see if my theory is correct. Then my power is assured.



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The Master : So once again my genius is proved – and now the world will feel the power of The Master !



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Doctor Who: Of course! What a fool I've been. This was no bomb. It's something more powerful than that!

DOCTOR WHO EXPLAINS HIS THEORY TO LOCAL OFFICIALS AND IS MET WITH DISBELIEF. BUT AN AIR FORCE PILOT THEN REPORTS A PECULIAR FLATTENED TRAIL LEADING TO DARISDALE, A TOP-SECRET WEAPONS RESEARCH STATION . . .



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DOCTOR WHO IS FIGHTING TIME AND OFFICIALDOM TO GET TO THE MASTER BEFORE HE PUTS HIS EVIL PLAN INTO ACTION. THE MASTER HAS SUCCESSFULLY HATCHED A CARNIVOROUS REPTILIAN MONSTER FROM AN EGG BROUGHT FROM THE PLANET QUORUS. DOCTOR WHO AND JO TRAVEL TO DARISDALE IN BESSIE ...

Jo : What is this Darisdale, Doctor ?

Doctor Who : As far as I could find out, it's Britain's first transporter beam. They claim it can transport whole detachments of men and machines to any part of the globe. It could equally transport a giant reptile to the same destination.

Jo : But how could The Master get into Darisdale ? The Army would never allow him there ?



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THE DOCTOR AND JO TRAVEL TO DARISDALE, A TOP-SECRET MILITARY ESTABLISHMENT ON THE YORKSHIRE MOORS, TO LOCATE THE MASTER AND HIS REPTILIAN MONSTER. WHEN BESSIE ARRIVES AT THE MAIN GATE THEY ARE MET BY A MAJOR WHO REFUSES THEM ADMISSION. AS THE DOCTOR TURNS AWAY, THE MASTER EMERGES FROM A BUILDING AND WATCHES THEM DEPART. AS THEY DRIVE ACROSS THE MOORLAND IN BESSIE, THEY HEAR A THUMPING NOISE...

Doctor Who : We've got to get inside that complex to see if the Major is hiding the Master... What's that bumping noise?

Jo : Doctor ! Look ! Do something !



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PICTURE NO.10

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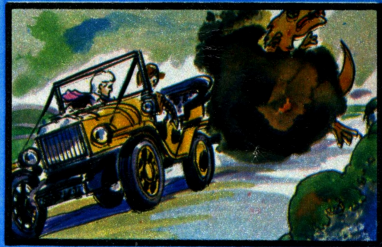
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Doctor Who : I only hope this works !

Jo : What's happening, Doctor ? Are we on fire ?

Doctor Who : Don't worry, Jo, just Bessie digesting a little more oil than necessary, and our friend doesn't like it.

THE MONSTER LUMBERS OFF, AND THE DOCTOR DECIDES TO AMBUSH ANYONE WHO COMES TO CHECK ON THEIR FATE . . .



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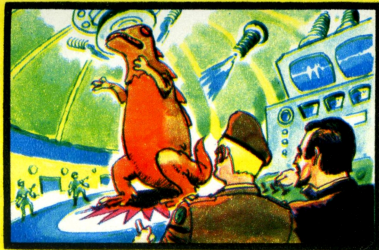
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The Master: We'll have to move at once – you're sure we can rely on the loyalty of your men, Major?

Major: Every one was hand-picked by me – you just control that monster, McMaster.

The Master: Go, my beauty, and do your worst! Switching beam to target area now!

THE MASTER MOVES TO A KEYBOARD AND THROWS A SERIES OF CONTROLS AND, MIRACULOUSLY, THE MONSTER BEGINS TO DISAPPEAR...



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PICTURE NO 12

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REGISTERED USERS

DOCTOR WHO FIGHTS MASTERPLAN "Q"

THE MASTER IS IN CONTROL OF A SECRET MILITARY COMPLEX AT DARISDALE IN THE YORKSHIRE MOORS. THE DOCTOR AND JO ARE STILL TRYING TO FIND A WAY IN, WHEN THE MASTER BEGINS THE THIRD AND FINAL PHASE OF HIS EVIL MASTERPLAN Q. THE MONSTER DISAPPEARS UNDER THE INFLUENCE OF A SECRET RAY—AND RE-MATERIALISES IN TRAFALGAR SQUARE. SOON AFTER, THE MONSTER DISAPPEARS AS MIRACULOUSLY AS IT CAME. THE MASTER BROADCASTS A MESSAGE—

"This is The Master. You have witnessed my power. At any given time I can transport my pet anywhere in the British Isles. You have twenty-four hours to surrender all power to me!"



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PICTURE NO. 13

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REGISTERED USERS

DOCTOR WHO FIGHTS MASTERPLAN "Q"

WHILE THE MASTER TERRORISES LONDON WITH HIS MONSTER, THE DOCTOR HAS AMBUSHED THE MASTER'S SCOUT AND, DISGUISED AS A DISPATCH RIDER THE DOCTOR GAINS ENTRY TO DARISDALE. HE GOES TO THE CONTROL ROOM ...

Doctor Who : If he controls that thing with an ultra-sonic sound box, what would happen if I interfered with the frequency ... ?

THE DOCTOR BLOWS ON HIS OWN ULTRA-SONIC WHISTLE AND THE MONSTER BEGINS TO GET RESTLESS—IT IS OUT OF CONTROL !



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PICTURE NO. 14

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DOCTOR WHO FIGHTS MASTERPLAN "Q"

TO BEAT THE MASTER'S HORRIFIC 'PLAN Q', DOCTOR WHO HAS ENTERED DARISDALE MILITARY ESTABLISHMENT. AS THE MASTER AWAITS THE BRITISH GOVERNMENT'S REPLY TO HIS ULTIMATUM, DOCTOR WHO INTERFERES WITH THE ULTRA-SONIC FREQUENCY USED TO CONTROL THE REPTILIAN MONSTER FROM THE PLANET QUORUS, AND IT TOUCHES A LIVE ELECTRODE...

The Master: Curses! Only one man can have ruined this scheme - but now is not the time for revenge. I will return to beat the Doctor in another time and place.

AFTER THE DEATH OF HIS MONSTER, THE MASTER ESCAPES IN THE TRANSPORTER. JO ARRIVES WITH REINFORCEMENTS, AND THE STAFF OF DARISDALE ARE PLACED UNDER ARREST.

THE END.



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PICTURE NO. 15

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DOCTOR WHO FIGHTS MASTERPLAN "O"

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PICTURE NO. 1

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REGISTERED USERS

MILK CHOCOLATE



DOCTOR WHO

Milk Chocolate



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 1

3p

MILK CHOCOLATE

1911





DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 2

ATLANTIC 1971

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PICTURE NO. 2

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3p

1917

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PICTURE NO. 3

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ATELACOCCHO K'IM

Nestlé's
NEGO

DOCTOR WHO

Milk Chocolate



MILK CHOCOLATE

DOCTOR WHO
CARTOON COLLECTION
PICTURE No 3

3p

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PICTURE NO. 4



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3p

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PICTURE NO. 5



Nestlé's
REGD.

DOCTOR WHO Milk Chocolate



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 5

3p

MILK CHOCOLATE

CHOCOLATE MILK

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MILK CHOCOLATE



DOCTOR WHO

Milk Chocolate



MILK CHOCOLATE

DOCTOR WHO
CARTOON COLLECTION
PICTURE No 6



DOCTOR WHO

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DOCTOR WHO
CARTOON COLLECTION
PICTURE No 7

MILK CHOCOLATE

CHOCOLATE MILK

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PICTURE NO. 7

DOCTOR WHO FIGHTS MASTERPLAN "Q"

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1917





DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 8

3p

CHOCOLATE MILK

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Nestlé's
REGD.

DOCTOR WHO

Milk Chocolate



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 9

3p

MILK CHOCOLATE

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1917

DOCTOR WHO FIGHTS MASTERPLAN "Q"

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REGISTERED USERS

MILK CHOCOLATE



DOCTOR WHO

Milk Chocolate



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 10

3p

MILK CHOCOLATE

Nestlé's
MILK CHOCOLATE

DOCTOR WHO Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 11

MILK CHOCOLATE

REGISTERED USERS

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PICTURE NO. 11

WHO COMES TO CHECK ON THEIR FATE ...

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THEN NECESSARY, AND OUR FRIEND DOESN'T LIKE IT.

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DOCTOR WHO AND JO HAVE TRAILED THE MASTER TO A SECRET MILITARY

COMPLEX CALLED DARISDALE, REFUSED ENTRY, THE DOCTOR AND JO RETURN

DOCTOR WHO WHO FIGHTS MASTERPLAN "O"



3p



DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 12

MILK CHOCOLATE

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DOCTOR WHO
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PICTURE No 13

3p

MILK CHOCOLATE

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PICTURE NO. 13

"This is The Master. You have witnessed my power. At any given time I can transport my pet anywhere in the British Isles. You have twenty-four hours to surrender all power to me!"

DOCTOR WHO FIGHTS MASTERPLAN "O"
THE MASTER IS IN CONTROL OF A SECRET MILITARY COMPLEX AT DARDISDALE IN THE YORKSHIRE MOORS. THE DOCTOR AND JO ARE STILL TRYING TO FIND A WAY IN, WHEN THE MASTER BEGINS THE THIRD AND FINAL PHASE OF HIS EVIL MASTERPLAN. THE MONSTER DISAPPEARS UNDER THE INFLUENCE OF A SECRET RAY—AND RE-MATERIALISES IN TRAFALGAR SQUARE. SOON AFTER, THE MONSTER DISAPPEARS AS MIRACULOUSLY AS IT CAME. THE MASTER BROADCASTS A MESSAGE—





DOCTOR WHO

Milk Chocolate

MILK CHOCOLATE



DOCTOR WHO
CARTOON COLLECTION
PICTURE No 14

3p

MILK CHOCOLATE

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PICTURE NO 14



DOCTOR WHO FIGHTS MASTERPLAN "Q"

WHILE THE MASTER TERRORISES LONDON WITH HIS MONSTER, THE DOCTOR HAS AMBUSHED THE MASTER'S SCOUT AND, DISGUISED AS A DISPATCH RIDER THE DOCTOR GAINS ENTRY TO DARISDALE. HE GOES TO THE CONTROL ROOM...

Doctor Who: If he controls that thing with an ultra-sonic sound box, what would happen if I interfered with the frequency...?

THE DOCTOR BLOWS ON HIS OWN ULTRA-SONIC WHISTLE AND THE MONSTER BEGINS TO GET RESTLESS—IT IS OUT OF CONTROL!

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DOCTOR WHO
CARTOON COLLECTION
PICTURE No 15

MILK CHOCOLATE

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PICTURE NO. 15

DOCTOR WHO FIGHTS MASTERPLAN "Q"

TO BEAT THE MASTER'S HORRIFIC 'PLAN Q', DOCTOR WHO HAS ENTERED DARISDALE MILITARY ESTABLISHMENT AS THE MASTER AWAIT'S THE BRITISH GOVERNMENT'S REPLY TO HIS ULTIMATUM. DOCTOR WHO INTERFERES WITH THE ULTRA-SONIC FREQUENCY USED TO CONTROL THE REPTILIAN MONSTER FROM THE PLANET QUORUS. AND IT TOUCHES A LIVE ELECTRODE ...

The Master: Curses! Only one man can have ruined this scheme - but now is not the time for revenge. I will return to beat the Doctor in another time and place.

AFTER THE DEATH OF HIS MONSTER, THE MASTER ESCAPES IN THE TRANS-PORTER. JO ARRIVES WITH REINFORCEMENTS, AND THE STAFF OF DARISDALE ARE PLACED UNDER ARREST.

THE END.



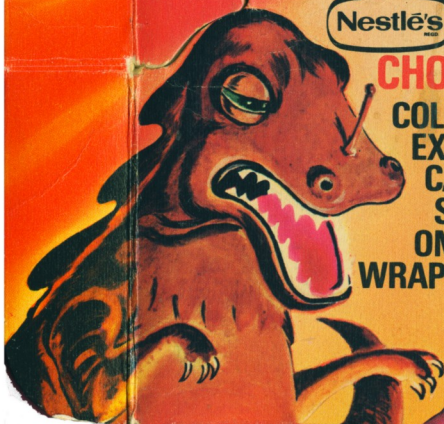


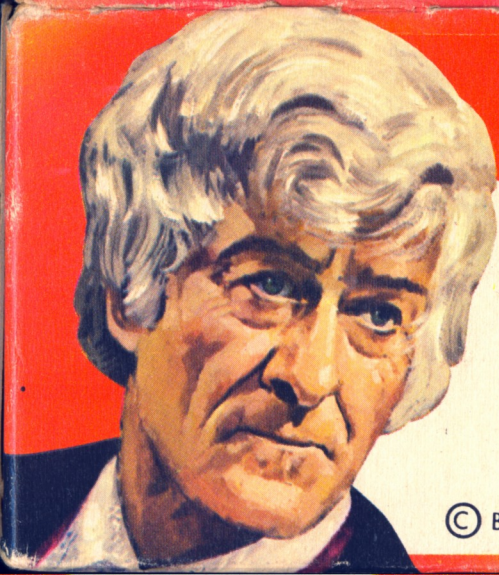
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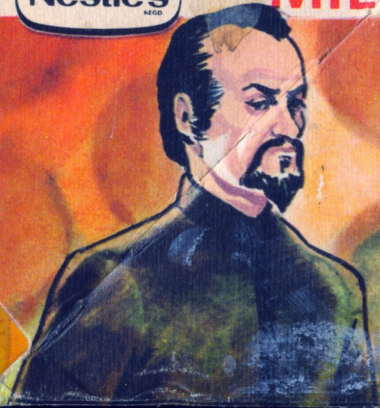
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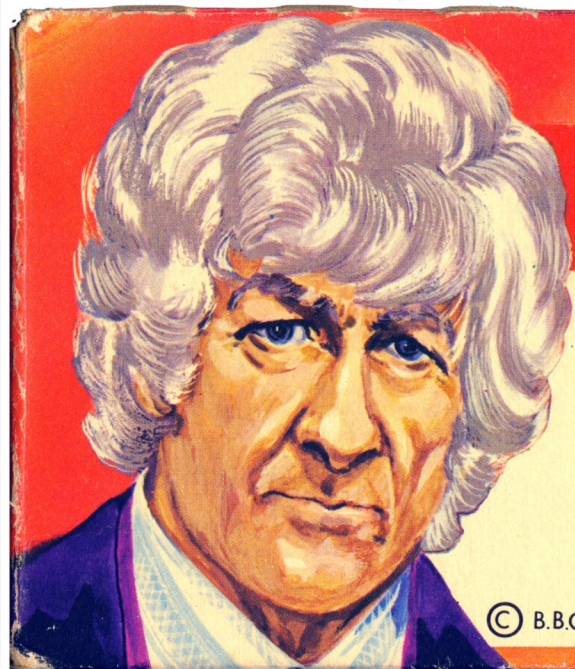
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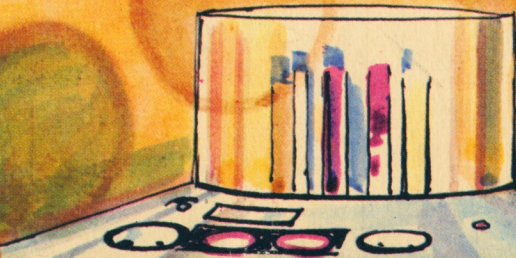
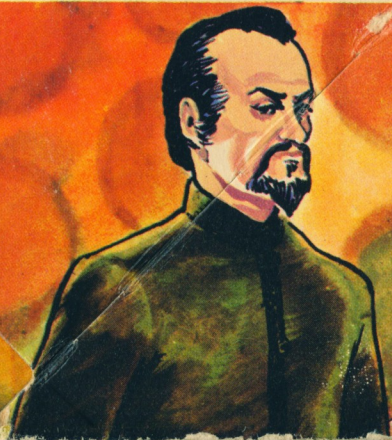
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DOCTOR WHO
CARTOON COLLECTION
PICTURE No 3

3p

Kid! Win a Space-Age prize with Doctor Who chocolate bars from Nestlé's.

Each entry must be accompanied by 3 snugglers from Nestlé's Doctor Who milk chocolate.

Sent to: Nestlé's Doctor Who, c/o Nestlé's Milk, 10000 Wilshire Blvd., Los Angeles, CA 90024



There will be 3 television and 30 radio contests in the exciting Doctor Who competition.

All you have to do is tick in the boxes for correct answers to quiz questions and play to get more than 17 matches to win the Doctor Who.

The competition will be divided into 3 age groups under ten, and ten to fifteen years. And for each age group there will be two prizes of Nestlé's portable television sets (T22NP) and 2000 prizes of 3 snuggler milk.

*See rules page

1. The TARDIS is

- a. The Tenth Doctor's ship
- b. A time machine that travels in space
- c. A large chocolate bar

2. A space station is

- a. A place of work built in space by U.S. astronauts
- b. A place where you can go to see the stars
- c. A place where you can go to see the stars

3. A time machine is

- a. A machine that travels in space
- b. A machine that travels in space
- c. A machine that travels in space

4. The TARDIS is

- a. The Doctor's ship
- b. Part of the TARDIS
- c. The machine that travels in space

Complete the following with the correct answer (a, b or c) and write in the

Name _____

Address _____

City _____

Country _____

Family name _____

Family name _____

Family name _____

Family name _____

Family name _____

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